

92.7 BIG FM CHENNAI CELEBRATES BIG KALAKKAL PONGAL

CREATES AN ORIGINAL MEDLEY OF FOLK SONGS WITH THE CORE THEME BASED ON FOOD, MUSIC AND MEMORIES RELATED TO THE FESTIVAL

~ The song and its music video showcasing the essence of the festival will be released on the day of Pongal on-air and across digital platforms of BIG FM ~

Chennai, 12th January, 2018: BIG FM, one of India's largest radio networks, celebrated the first calendar festival of the year, Pongal, which is rejoiced across the country but with different names. **BIG FM Chennai**, this year delivered a thoroughly entertaining Pongal by connecting the listeners with the tradition followed for the festival. With folk music, food and making memories being the core thought, the network cherished these values through an engaging line-up of programming elements. Strengthening its promise of providing more music, the network released an original folk medley of songs sung by popular artists on-air along with a riveting musical video across all its digital platforms.

As each region celebrates Pongal differently, music is the driving force that binds all the celebrations together. The music video highlights the festive celebrations encompassing local food, folk music, and culture during Pongal in different parts of India. The festival witnessed a Studio 927 live in concert where renowned artist sang songs from 9 am to 7pm live creating a magical atmosphere while truly enjoying singing the folk songs. Well established singer Chinna was seen rendering few folk super hits for music director Santhosh Narayanan. Top 12 contestants from **Zee Saregamapa** like **Rockstar Ramani Ammal, Varsha, Srinidhi, Varun and Sharmili** among others were also present joining in the festivities. Rockstar Ramani Ammal was seen to be the face of the event where she recorded a beautiful rendition of one of the folk songs related to the festival.

Speaking on the occasion, MJ Karun said, "Festivals are times when people staying away from families miss the vibe of their hometown. Festivals itself have gone through many changes and alteration according to the latest trends. But it's amazing to see 92.7 BIG FM celebrating Pongal with listeners in a traditional way. As a part of the celebration, the station has not altered anything but has embedded the core thought of festival's delicacies and folk songs in it. I am truly happy to be associated with it as it will give a new insight and fun filled Galatta's to our listeners.

To know more about the celebration galore, tune into 92.7 BIG FM's Kalakkal Pongal Studio 927 Live in Concert